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EXTENSION SERVICE
Review

DECEMBER 1952

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Ear to the Ground

• As 1953 moves into focus, change is the theme song. Personnel changes, of course, will include a new Secretary of Agriculture. A message from the new Secretary-designate is on the books—meaning the REVIEW.

Change is also expressed in reorganization. One such change is the recent combining of the Divisions of Field Coordination and Subject Matter in the Federal extension office.

All home economics members of the staff will be in one division. Frances Scudder, home demonstration leader in New York, is spending several months in Washington helping the home economics staff work out operational plans and programs for the future which will, of course, be reported on these pages as they take form.

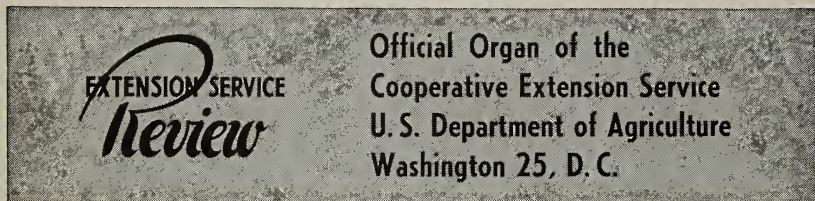
The 4-H Club and Young Men and Women's Unit is under the direction of Ed Aiton, until recently Executive Director of the 4-H Foundation. There are vacancies on the 4-H staff that will be filled as soon as possible. Such appointments will, also, be announced as soon as information is available.

The agricultural unit will for the present be under the direction of Assistant Director P. V. Kepner.

• The stream of progress through 50 years of public service, marked by changing situations and changing personnel, features the 1953 golden anniversary year. Among the historical resources we are contributing for State and local celebrations are an annotated historical bibliography, a chronological list of important extension dates, a short bibliography of Seaman A. Knapp, and a film strip showing the changes in agriculture and rural living through the half century. These will furnish enough background facts for a pageant, a radio talk, or a magazine article.

• Then there is the February anniversary issue of the REVIEW which is percolating in a lively manner.

• The January issue features an article on planning for the future by Director M. L. Wilson, and an analysis of the needs of agriculture as seen by one of the newer associate directors, Henry L. Ahlgren of Wisconsin.



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Young Leaders Trained

T. H. ALEXANDER, County Agent, Billings, Mont.

SOMETHING NEW and popular was added to the Montana State 4-H Club Congress program this year. This was the junior leadership training sessions under the direction of Harry Cosgriffe, county agent supervisor, and Miss Margaret Kohl, associate State club leader.

Each county in the State was allowed to nominate one junior leader as part of its delegation to the State 4-H Club Congress. These junior leaders attended the training sessions and also participated in other congress activities with the exception of judging. Thirty-one junior leaders were enrolled for the 4-day program.

The purpose of the junior leader sessions was two-fold: First, to discuss the responsibilities and job of junior leaders in the local club, and second, to give the delegates some leadership training.

The delegates selected the topics that were discussed throughout the week. These were: (1) How can we as junior leaders get members to demonstrate? (2) How can we as junior leaders get the cooperation of

parents in helping to make our club better? (3) How can we keep older members in 4-H who think they are outgrowing 4-H? (4) What can we do about the "kids" along for the ride? (5) How can we hold a rural life service that will include all our club members? (6) How can we get our club members to use parliamentary procedure?

The delegates were divided into small groups for these discussions, and then each small group reported to the entire group the results of its discussions. These ideas were then summarized and a list was furnished to each junior leader participating.

Leadership training was given by having the junior leaders assume some of the responsibilities of the Club Congress. These consisted of opening ceremonies, acting as master of ceremonies for talent night, and other similar responsibilities. One of the most popular was the responsibility of meeting the guests of honor at the banquet, sitting by them, and introducing them to others of the congress.

(Left to right) Ruth Ann Brown, Beaverhead County, and Virginia Campbell demonstrating how to play the role of hostess at a banquet. Harry Cosgriffe, county agent supervisor, in the background.



Jeanine Rehberg, Yellowstone County junior leader, presiding at one of the evening assemblies.

The four things that the junior leaders liked most in these sessions were:

1. Actual experiences they were able to have, such as presiding, introducing demonstrators, acting as hosts, and participating in opening ceremonies.
2. Holding "buzz" sessions on junior leadership problems and activities and then discussing them as a total group.
3. Opportunities to exchange ideas with other junior leaders and get much better acquainted through the close contact they had.
4. The opportunities for all junior leaders to demonstrate before their own junior leader group, methods of presiding, introducing demonstrations, and acting as hosts.

To Encourage Youth Clubs

- The Virginia Federation of Home Demonstration Clubs has appropriated \$100 to be used in making awards to Young Men and Women's Clubs in the State during the coming year.

Mrs. S. S. Gilbert, Campbell, State chairman of the federation's rural youth goal, says the money will be used in making awards on the basis of the clubs' records in efficiency of organization, educational programs, and community service.

Livestock Health Steps Ahead

Under Extension Service Leadership

C. G. BRADT, Extension Animal Husbandman, New York

KEEPING the Nation's farm animals healthy and producing is a gigantic responsibility. Livestock owners, their veterinarians, research pathologists, extension specialists, county agents, and regulatory officials are jointly weighted with the task. As one dairyman recently remarked:

"You haven't much of a cow if she isn't healthy, no matter how good her breeding."

A year ago, I was granted the privilege by Cornell and the Department of Agriculture of a sabbatical leave. My plan was to study public livestock health programs. So far as I know, no such study by an extension worker had ever been made before. I began by spending a full month in Washington reviewing State specialists' reports and conferring with men in the Extension Service, the Bureau of Dairying, the Bureau of Animal Industry, and the Public Health Service. Later, I made visits to 24 States, including Massachusetts, Pennsylvania, North Carolina, Florida, Alabama, Ohio, Iowa, Kansas, Colorado, California, Oregon, Washington, Montana, North Dakota, Michigan, and many others in between. It was a most interesting experience. The field contacts with State livestock and dairy specialists, extension veterinarians, college research workers, and Federal and State livestock sanitary officials were extremely valuable ones. All these persons were exceedingly helpful and willing cooperators. My one regret is that I did not have more time to spend with county agents in each of the States visited.

The first month of my leave was spent at the Department of Agriculture at Washington. State extension specialists' reports on file in the office of the Extension Service were carefully checked. I was seeking principally to learn what livestock health activities were under way in these States, what were the problems, how

they were being met, and what were the results.

At this point it should be mentioned that specialists and county agents need not believe that their annual reports are filed away and forgotten when they reach Washington. They are always readily accessible and are continuously consulted. I had no difficulty in reviewing all the State and county reports required to determine the scope and character of the extension animal health program. I finished this survey with a much clearer conception of the value to others that my own annual report might bring if I spent more time in its preparation.

Brucellosis, the Major Problem

Of the many programs and plans of work reviewed, brucellosis was mentioned most often as a major problem. Thirty-nine States referred to brucellosis as the disease requiring

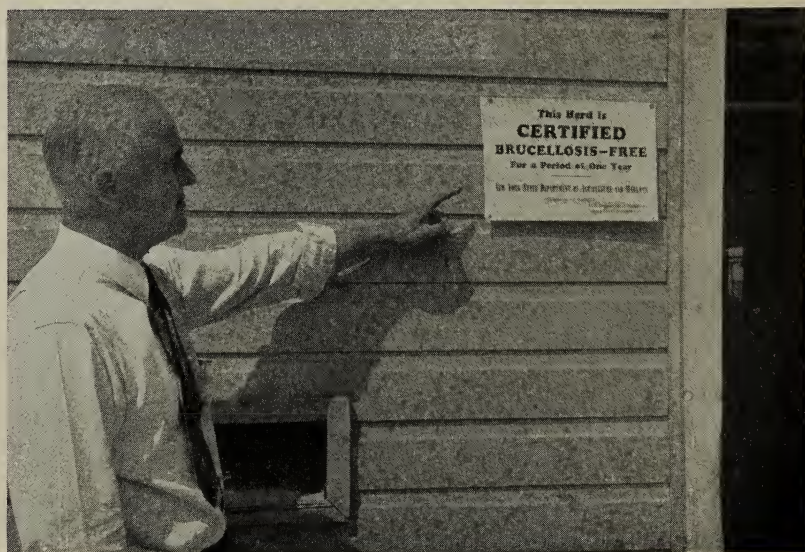
immediate action and sustained effort.

Thirty-five States listed mastitis as a problem of major significance to the dairy industry. Parasites, internal and external, were cited by 23 States as a cause of great monetary loss to the cattle, sheep, and hog industries.

Breeding troubles and sterility appeared in 14 programs as problems requiring attention. Calf diseases were cited by 13 States.

Being an extension dairy specialist and a former county agricultural agent, I was well aware of the critical need for maintaining healthy farm animals. I had seen in my lifetime too many heart-rending cases of economic loss and human misery resulting from livestock diseases. The death of a farm boy 25 years ago from tuberculosis of the bowels stands out in my memory. His father's herd was later found to be tuberculosis-infected. I saw half of the cows, 2,000 head, from one township in my county condemned by the tuberculosis test. Cattle going to slaughter by the trainload is the picture that returns to haunt me. Much of this history now has been forgotten. Young farmers today do not realize the loss the cattle industry suffered when tuberculosis in this country was on the loose.

The author, C. G. Bradt, points out the need for building brucellosis-free herd to protect milk markets and to insure unrestricted cattle movements across State lines.



Neither can I overlook the time when one of our good Jersey cattle breeders dropped out of his Dairy Herd Improvement Association because most of his cows had aborted.

"No use testing," he said, "when you produce scarcely enough milk for the tester."

Also, the dairyman whom I knew well, who took undulant fever and sat on his front porch almost all summer long, too weak to work, convinced me that brucellosis is a terrible human malady. He caught it from his dairy, they said.

These examples and many similar ones are convincing proof that farm animals must be kept healthy if they are to be economically profitable and if human health is to be safeguarded.

Vibrio-fetus was recognized as a problem in California, Connecticut, New Hampshire, Vermont, New York, and Oregon. Tuberculosis was said to be still needing attention if it is to be kept under control in Arizona, Delaware, Indiana, Louisiana, Missouri, Oklahoma, Utah, and Vermont.

Nutrition "diseases" were mentioned as problems in California, Colorado, Montana, New Mexico, North Dakota, and Texas, and foot-rot appeared to be a significant cause for losses in New York, Colorado, and New Jersey. Poisonous plants gave trouble in Colorado and New Mexico.

Other livestock health problems listed as causing losses were milk fever, ketosis, blackleg, anthrax, anaplasmosis, lumpy-jaw, Johne's disease, X-disease, brisket disease, urinary calculi, shipping fever, pinkeye, rabies, pine-needle abortion, and Q-fever.

As hog diseases, the following were reported by extension specialists: Brucellosis, hog cholera, atrophic rhinitis, vesicular exanthema, and swine erysipelas. Sheep diseases listed by a few States were listerellosis, enterotoxemia, and Q-fever.

Additional research in the control and prevention of some of these disease problems was cited as badly needed, since the causes of all these ailments are not fully known.

Veterinary Help Essential

In this study of extension livestock
(Continued on page 226)

More Efficient Use Of Fertilizer and Lime

L. I. JONES, Extension Program Coordinator for Cotton and Grasslands

EXTENSION is again requested to lead the way in a Nation-wide program for efficient production. The program is intended to bring about more efficient use of fertilizer and lime as one means of increasing food and fiber production, building up the productivity of the Nation's farm land, and increasing net returns to farmers. It has been launched as a cooperative effort between the U. S. Department of Agriculture and the land-grant colleges.

According to the findings of a study initiated in 1951 under the auspices of the land-grant colleges and the Department of Agriculture on production capacities, a total farm output about 20 percent greater than 1950 and 18 percent greater than 1951 could be attained within the next 4 or 5 years if needed.

It is estimated that by 1955 farmers will need 93 percent (900,000 tons) more nitrogen, 54 percent (over 1,000,000 tons) more phosphate and 77 percent (600,000 tons) more potash than they used in 1950 or an over-all increase of all three elements of 70 percent. Moreover, about 400 million tons of liming materials will be needed for adequate initial treatment of acreage now in need of lime or of more lime; and once all acreage in need of liming is properly treated, annual maintenance will require 47 million tons of liming material. The use of lime this year will be around 26 million tons, which is less than in 1950 and 1951.

It is the belief of the National Steering Committee that fertilizers in the future will carry a much higher plant food content than they have today. The additional fertilizer materials to be produced under the expanded fertilizer production program would perhaps have an average plant food content of over 40 (10-15-15) percent as compared with the present average plant food content of mixed fertilizers of only 24 (8-8-8) percent. More research and education is

needed to make the best use of the higher analysis materials, but it is an established fact that by farmers using fertilizers with higher plant food content, considerable savings can be effected in transportation, processing and distribution.

The Cooperative Extension Service, as the educational arm of the Department and the land-grant colleges, has been requested to take the lead in the States and counties, and in doing so it is urged to work very closely with the Agricultural Mobilization Committees and their member agencies, and other interested persons and organizations, including fertilizer, lime, and equipment dealers, and distributors, bankers, and farm organizations.

It is especially important that information which will assist farmers in making optimum use of fertilizer and lime be made available to them and that they be encouraged to test the results obtained from recommended applications on demonstration plots on their farms. Farmers need to have information as to how to figure the cost and returns from fertilizer used under their own conditions. It is also important to see that all technical and financial assistance, credit activities, and the like give support to efficient fertilizer and lime use on the farm.

The joint program was set up by a committee appointed by the Secretary of Agriculture Charles F. Brannan and Dr. R. F. Poole of Clemson College, S. C., who is chairman of the executive committee of the Association of Land-Grant Colleges and Universities. The committee to make plans for this joint responsibility consists of four extension directors (M. A. Anderson of Iowa, chairman; James Gwin of Maryland; D. W. Watkins of South Carolina; and G. H. Starr of Wyoming), four experiment station directors, and six people from the Department of Agriculture.

Presenting a Family Life Program to Large Groups

MRS. N. MAY LARSON, Extension Specialist
in Child Development and Family Life, Massachusetts

IN MASSACHUSETTS the family life specialist serves as a member of the board of directors of the State Congress of Parents and Teachers. The specialist's responsibility on this board is to serve as chairman to Home and Family Life, which is one of the major programs of the National Congress of Parents and Teachers. There are two large meetings of the State parent-teacher association during the year. At the fall convention the attendance is usually around 800 or 900, and at the midwinter conference the attendance is usually around 400 to 500.

The title of the fall meeting was *The Family Looks At Its Place in the World Today*. The program was planned several months in advance. Dr. John Lobb, Professor of Economics and Sociology, Mt. Holyoke College, consented to give a short talk to set the stage for our presentation. His talk was on the importance of understanding parent education and family life programs in the world today. Then we persuaded him to role-play with us and take the part of a family consultant. The specialist served as his assistant and we had parent-teacher people who were gatekeepers who brought the families with their questions to the stage. These families were then introduced to Dr. Lobb.

The parent-teacher people representing the families were interviewed in advance and their problems discussed so that we would know what questions to use in the presentation. These questions were sent in advance to Dr. Lobb so that he could prepare for answering them.

The families were chosen to represent three of the family stages in the life cycle.

The Beginning Family was represented by a young couple from Spring-

field College who had just recently been married. In this program they pretended that they were not yet married and brought their questions and their problems that they were considering about their needs for having an understanding of things that would help them to build a successful marriage. They asked: Do you think it is wise for us to get married when times are so uncertain? Our parents think we are too young, but we don't think so. We realize that if our country calls to military service, we may have to live in a suitcase or be separated. We don't have very much money, but neither did our parents or our grandparents when they started out.

The Expanding Family was represented by a middle-aged woman who was the mother of five children and who had in her home a grandparent. She brought the many problems that such a family must meet in everyday living such as: I would like to know what to do when my older children are in school and the younger ones get into their things and make them furious. It has been necessary for my husband's father to live with us, and the children annoy him considerably. He is quite bossy, and this the children resent. My 10-year-old boy seems to be quite secretive. He likes to be with his friends; he doesn't like to be home and I'm having difficulty knowing just what he's thinking about. My 13-year-old girl seems to have taken a sudden fancy for boys; do you think she is too young to have dates. My high-school boy never seems to be satisfied with the amount of money we let him have in his allowance. My husband is quite strict; he says when he was young, children were told what they could do and what they couldn't do and that settled it. My teen-age daughter

resents my suggesting that she pick up things in her room; it often becomes very untidy; and what do you think is a wise hour to set for young people to be in at night and how often should a 17-year-old be permitted to have the family car.

The Contracting Family was represented by an older couple who pretended that their children were all away from home and who had many problems of feeling lonely and sorry for themselves, and what to do with themselves. They said: Our youngest son went into the military service and now we are completely alone. Very lonely indeed! We have another son who has just finished college and is working in a factory. We do not know whether or not he will be deferred. We also have two married daughters; the husband of one is in the service and they move around considerably. The other daughter married a farmer and they have moved far away from here. We are very lonely and could you suggest something that would help us to feel less lonely.

This entire presentation took about 1 hour and 45 minutes. There were some minutes left for questions from the floor. The interest was very keen and a request was made for a similar type of program to be given later at the mid-winter conference.

For the January meeting the parent-teacher people requested something on the idea of thrift in connection with the high prices that we are all facing today. It seemed like a good opportunity to present all of our home economics extension programs to this large group of people.

Each of the seven home economics extension specialists was requested to prepare a list of questions which they thought were timely and in which they believed families are interested today. The specialists were invited to serve as consultants in presenting the program. If they found this impossible for them, they were asked to select a certain county worker who could represent them in the presentation.

The stage was arranged with seven consultant tables instead of one as in the case of the fall program. Consultants at the seven tables were spe-

(Continued on page 226)

A Good Idea Shared

Based on the talk given at the National Home Demonstration Council Meeting in Raleigh, N. C., November 29, 1952, by Director M. L. Wilson

THE EXTENSION IDEA of helping people to help themselves is making a definite contribution to strengthening the free nations of the world. Gnawing hunger is an ever-present reality in many lands. In such lands hungry people are apt to fall prey to vicious lies and hollow promises spread by communistic imperialists. Hence it is urgent that we do everything possible to help increase food production in other free nations.

Cooperative Extension Service workers are making a definite contribution to the success of this work. They are giving technicians and administrators who come here from other lands a practical insight into extension work. They are serving on special assignments and doing a pioneer job in helping to develop such an educational agency in other lands. A number of nations now have agricultural extension services or are in the process of developing them. Increasing thought and action are being given to the home demonstration

phase. In western Europe, the Near East, Pakistan, India, the Philippines, Japan, and Central and South America, extension work in agriculture and home economics is taking root.

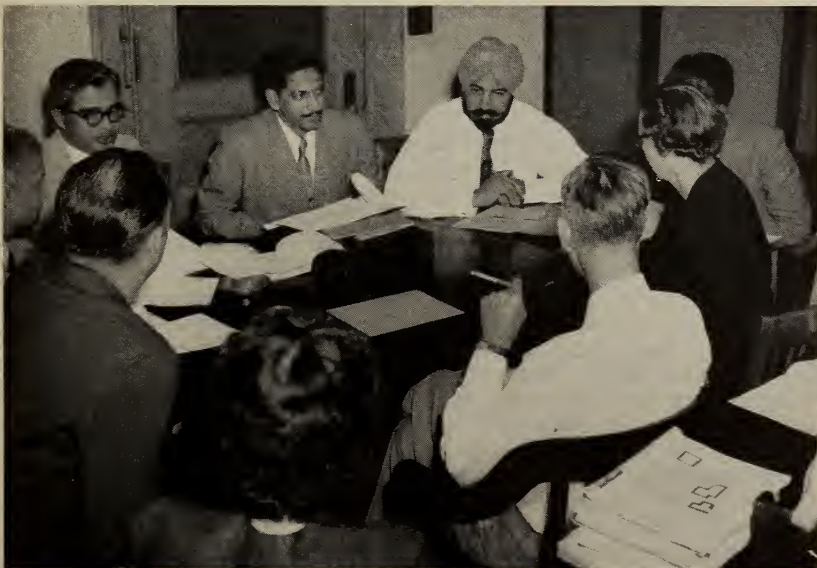
In our country we have more or less come to take for granted that research findings of use to rural people will reach them. Yet in many countries, despite excellent research, farming and farm homes are not much different today from what they were hundreds of years ago. The gap between research and its application to the land and the home has not been bridged. In the light of this fact, it is easy to see why there is such intense interest in the Cooperative Extension Service of the United States, its philosophy and its work.

This fall a group of 23 extension leaders from India spent 8 weeks in intensive study and observation of extension work and rural life in our country. Twenty-one of these men will become directors of extension in the States of India. Two of the group

were administrative officials of the Ministry of Food and Agriculture in India. The Indian leaders visited the Tennessee Valley Authority area of Tennessee, and studied Alabama extension techniques in both the State Polytechnic Institute and Tuskegee Institute. They spent 3 weeks in Missouri; 1 week on a farm, 1 week in the county, and 1 week at the State agricultural college. I met with this group on several occasions. One week was spent with them in New Mexico and Arizona on a travel seminar of the villages of Spanish-Americans, Indians, and Anglo-Americans in those States. India is a country with a complex culture. Through this travel seminar we hoped—and I believe we were successful—to acquaint them with the “cultural approach” to extension work. We tried to show these men not the “how to do” of extension work but its principles. Among these principles is that of carrying out extension work in harmony with the needs and desires of the people to be served.

County Agent Leader A. E. Triviz and extension agents in four New Mexico counties were invaluable in bringing to the India group the practical significance of the “cultural approach.” Agricultural and home economics representatives of the Indian Service, and extension workers in Arizona and Southern California, went out of their way to help these India extension leaders understand what they saw. There is every reason to believe that this experimental travel seminar helped in the development of an educational extension service which fits the complex culture of India.

Home demonstration work is off to a good start in several countries of the free world. Japan is one of them. Although Japan has formally fostered the improvement of agricultural practices for over 50 years it was not until 1948 that farming was recognized as a way of life as well as a business. In that year an act was passed establishing an Extension Service. It has now been in operation 4 years. Rural families are encouraged to take both individual and group action in helping to solve the problems of the home and of the community. A member of our home demonstration staff, Miss



Group of Directors of Extension from India meeting with members of the Federal staff in Washington.

Mary Louise Collings, spent a year there.

Matsuyo O. Yamamoto, who is leading the program as it applies to the home, is a graduate of one of our land-grant institutions, Washington State College. Today she has a staff of 750 State and county workers and 11 national workers. Last year Japanese home demonstration agents reported that they had worked with 7,000 groups of rural women. Nearly a million women were reached through these groups. In addition, these home agents reached half a million 4-H Club members.

Last year the Organization for European Economic Cooperation published the report of a working party of European experts on agricultural extension services in the United States. It is the work of a mission that was here in October and November of 1950. The mission was made up of leading specialists from 13 European countries. The report has this to say about extension work in home economics:

"The work of the Extension Service with farm women in homemaking and home economics is impressive, and its influence on the standards of the farm home are obvious."

A home economist from Italy who studied home demonstration work in Oregon and Oklahoma said:

"The home demonstration councils are so good in seeing that the real needs of rural women are studied and worked with. This brings about a true program to fit the needs, and this is democratic when people can ask for their own needs. It is very good that the homemakers can say what they want and the State leaders can work on developing programs from these needs."

Those of us who have watched home demonstration work over the years from its small beginnings cannot help being impressed by its creativeness and vitality. It is little wonder then that those from other lands who observe and study it, and who become acquainted with the home life of rural America, go back to their homelands imbued with a zeal to make rural living more in harmony with the needs and the hopes of their people.

Well Fed

RUTH SEATON HICKS
Home Demonstration Agent
Cowlitz County, Wash.

FAMILY FOOD production isn't a new thing in Cowlitz County, Wash., where small acreages are the rule rather than the exception and many families live "out" where a few acres can contribute to the family's living. But last year, members of the county extension service staff, in setting up the year's program of work, thought the situation justified an extra impetus to home food production. The two agricultural agents, Ralph Roffler and Gerald Poor, and I planned a joint program on the family food supply.

Letters were sent to organizations in the county telling them of the program. Eighteen organizations invited the staff members to their meetings. More than 500 people heard their story. Garden bulletins were distributed at each meeting and some dozen other bulletins on dairy, poultry, and freezing were made available to those wanting them.

The staff cooperated with the local daily newspaper in getting out a special garden edition. Radio programs were given throughout the spring months. Mr. Poor worked with garden club leaders to improve the quality of the club gardens. I gave freezing demonstrations in 6 areas of the county to more than 400 women to help the community do a better job of preserving the food produced.

The program was climaxed with a huge exhibit at the Columbia Empire Fair showing the amount of food required for one person in one year. The exhibit, based on the theme, "Put more years in your life and more life in your years," was a stopper. Hundreds of families wandering through the fair exhibits stopped and looked in amazement. "Why, I don't eat that amount," was heard over and over again. It took the cooperative efforts of 13 local firms and individuals to assemble that amount of food but it served its purpose. It set peo-

ple thinking about the food they should have.

Hundreds of families in the county didn't need a special program to get them interested in the home production of produced foods. They had been doing it for years. When the Christmas activities are out of the way and January begins to whisper, "Spring is a-coming," the family sits down around the table and starts making plans for the garden. They've done it for so long they don't need to follow a food plan too closely. They know how many rows of peas they can use and how many onions to plant. Thousands of other families who ask us for help receive new and up-to-date information on home food production, canning, and freezing. But this job of giving information on home food production is not confined to the work of the extension staff.

In every community local leaders working with 4-H Clubs and adult groups are helping to get the job of better food production done. In Washington last year, 2,702 local leaders helped show how to do a better job of planning the food supply, growing gardens, and home orchards, poultry flocks, beef, and pork.

Statistics as a rule make pretty dry reading but some of those coming out of the family food production program are impressive. They show a sharp decline in gardening at the close of the war but they indicate a steadily increasing interest since the short "breather." They show, too, that home butchering, curing, and butter and cheese making are now among the minor activities in the home processing of foods.

Extension service figures in this State show that more than 13,000 families were helped in improved home food production by that one source alone. There is no way of knowing how many thousands of others were helped by others or how many had sufficient "know-how" to do it all by themselves. As might be expected, there is an increase in the amount of freezing done, but there's still a lot of canned foods coming out of western kitchens.

Another story the statistics tell is that of a country which will be well fed even though food prices have reached an all time high.

Good Public Relations

Is the Key to Cooperation

JEWELL E. BALLEW, Home Demonstration Agent
Washington County, Texas



IF THE PERSONNEL in any educational system is to function effectively, a definite program of objectives must be planned. This has been done for the cooperative extension workers through the Smith-Lever Act of 1914 which states that the function of this program is "to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics, and to encourage the application of the same." These objectives are achieved through the process of human cooperation, which is basically dependent on public relations.

Genuine friendliness helps to pave the way for harmony and understanding of the extension program. Every action of an extension agent has a definite positive or negative public relations value. An atmosphere of cooperation cannot be established if an individual insists on dictating plans of action which would destroy respect for individual human personalities.

An extension agent usually demonstrates that he can provide leadership, inspiration, and direction to the extension program before he gets a county appointment. By virtue of his training and experience he knows he can stimulate groups to action. But he needs other fundamental capacities to develop good public relations. He needs the ability to bring together people of similar interests and to induce them to share their experiences. He must create within his clientele a desire to know how the

many fields of knowledge can be made to meet their special needs.

The leadership training program offers a wonderful opportunity to achieve these objectives. The training is most effective when it is based on the conviction that good public relations are indispensable to the growth and preservation of the democratic way of life.

Public relations form a two-way channel for the interpretation of the extension program to the community and the understanding of the community by the extension personnel. The extension program can serve the community in all its phases of activity and provide new and interesting experiences in order to promote a harmonious American democracy and to develop skills in democratic practices. Relationships which will be conducive to any cooperative endeavor are certainly the responsibility of the county extension agent.

Good public relations are sincere, honest, comprehensive and simple, and depend on such types of media as radio, television, newspapers, and annual reports. Adult leaders can also contribute to the success of public relations. There is a "best medium" for the specific purpose to be achieved. It is important to publicize information at regular intervals during the year and to release the information while it is still news.

The work and accomplishments of demonstrators are wonderful resources to the public-relations-conscious agent. "Little things" make good

human interest stories. This takes time so sufficient time must be allocated to do a good job.

I have found that the leaders in Washington County Home Demonstration Clubs are the means to good public relations. After they have leadership training in the various phases of homemaking and arts and crafts there is a great demand for their services. They give demonstrations to other lay groups—both religious and civic. Many of the leaders in this county teach handicrafts in vacation Bible schools. Oftentimes the leaders are asked to make talks to civic organizations. Two of the clubwomen in this county give book reviews to church organizations and their services are in great demand even outside the county. They have developed poise from presiding at club meetings and are wonderful ambassadors of good will.

Clubwomen are asked to operate school lunchroom programs because of their training in foods and nutrition which they learned in home demonstration club work. The trained leaders go into the communities which do not have an active organized extension club and conduct educational programs and demonstrations. Just recently two communities in the county organized home demonstration clubs just because of the wonderful work in home improvement which the clubwomen in the county were accomplishing. These things make for good newspaper copy.

(Continued on page 224)

When You Add It Up

YEAR'S-END reporting brings into focus many pieces of work well done. The pieces fit together and reveal a pattern of servicing the current problems of rural people. All together more than 6½ million families were influenced by the more than 1,200 extension workers reporting this year.

The help given by these workers varies from place to place but all together it reflects the nature of the heavy demand being made on the American farmer to supply ever-larger amounts of food and fiber for military use, for home consumption, and to safeguard the peace of the world. With labor and the amount of tillable land scarce the answer was found in more production per acre of land and per animal. This called for more and better extension teaching.

To reach and influence such large numbers of people, extension agents and specialists used every teaching device and method known to modern educators. They depended heavily on the help given them by one million voluntary local leaders, many of whom had received "basic" training by coming up through the ranks of 4-H Club work. They wrote 905,000 news stories, made 165,000 radio talks, appeared on numerous television shows, and distributed more than 23,000,000 bulletins, circulars, and pamphlets of their State agricultural colleges and the U. S. Department of Agriculture, as well as of other agencies. They held more than 2,460,000 meetings with a record-breaking total attendance of 75,520,000 persons, or an average of 31 persons per meeting.

Most of all, however, extension agents depended upon personal contacts to get across their message. They handled 8,565,000 telephone calls, 8,074,000 office calls, and made 3,668,000 farm and home visits. Altogether, they made more than 20,000,000 personal contacts during the year.

Today's farm is as different from

the farm of 50 years ago as the modern automobile is different from the horse and buggy. Far more capital is needed to buy and operate the power equipment, machinery, and supplies required to till the land economically. Intensified cultivation has made insect, disease, and weed problems more acute. The need for ever-higher production per acre calls for the use of new tools and new methods based on scientific findings. As the country's economic system has become more complex, the need for improved marketing of agricultural commodities has become acute.

More Per Acre

When used properly and in conjunction with liming and other desirable practices, fertilizer can bring about a greater increase in production of all crops than any other single practice. Extension personnel assisted more than 3½ million farmers in the proper use of fertilizer.

In Texas, 260 cooperative seed improvement associations were supplied 80,000 bushels of foundation cotton planting seed by the Texas Planting Seed Association to be multiplied and distributed to their members. This resulted in the production of 1,600,000 bushels of seed available to members for the 1952 cotton crop.

The average yield per acre of No. 1 sweetpotatoes for South Carolina farmers in 1951 was 107 bushels, but the average yield for 4-H boys in Darlington County, high county in the year's production and marketing contest, was 217 bushels. When asked how he produced 280 bushels of No. 1's on 1 acre, John Griggs, high man in the contest, said simply, "I did what my county agent told me to do."



Protection Against Biological Warfare

The Extension Service cooperates with other agencies of the U. S. Department of Agriculture and the Federal Civil Defense Administration in safeguarding farm animals and crops against biological warfare. The first line of defense is border and port inspection accompanied by quarantine when necessary. A second line of defense is set up to spot infestations as soon as they appear and to stamp them out. For the detection of plant diseases, the Plant Disease Survey has been improved and extended into a watch service with the object of discovering any unusual outbreaks of plant diseases as soon as they occur. In each State a qualified plant pathologist, often the extension specialist in plant pathology, has been designated to serve as the leader. Farmers are asked to report any unusual crop troubles to their county agricultural agents and they in turn refer important reports to the designated State survey leaders who identify the disease and initiate appropriate action. Similar services have been set up for insects and for animal diseases. Insect outbreak reports are channeled through State and Federal entomologists.

Saving the Land for Tomorrow

Extension workers carried on soil and water-conservation educational activities in practically all counties, including assistance to 2,418 soil conservation districts. County agents assisted more than 133,000 farmers and ranchers with soil conservation work based on definite farm plans.

Both young people and women showed increasing interest in the

land. Home demonstration agents assisted with soil-conservation educational activities in more than 600 counties. More than 21,000 4-H Club members carried soil and water conservation practices, and a total of nearly 192,000 received training in conservation activities. Club members improved some 365,000 acres through terracing, stripcropping, and other practices.

Easing the Shift to Mechanization

Extension help has been particularly valuable in regard to mechanization of cotton, grasslands, and corn, including the now common use of heat for drying many kinds of crops to assure better quality as well as to facilitate early harvesting.

More than 100,000 farmers were assisted in selecting new farm equipment to meet their changing needs. More than 200,000 were assisted in making more efficient use of their mechanical equipment. Nearly an equal number were given instructions in maintenance, adjustment, and repair of farm tractors and mechanical equipment.

Tractor maintenance has been a very popular project in 4-H Club work. Nearly 50,000 members and local volunteer leaders in 1,371 counties were given training in this subject during the year. The cumulative total of persons trained in the tractor program since 1945 stands at 210,000 members and 22,000 leaders. Altogether, nearly 270,000 4-H'ers were enrolled last year in farm engineering activities, and articles made and repaired totaled more than 220,000.

To Speed Communication

Extension workers have been called upon for much information and assistance in connection with the rural telephone program. County workers reported they assisted 80,000 families in 932 counties in obtaining telephone service or improved telephone service. Of these, nearly 5,000 were in Georgia alone. In Craighead County, Ark., the county agent's staff, working with the county Farm Bureau and the Rural Electrification Administration, signed up 132 rural members for a telephone cooperative. More than 100 persons representing 12 communities attended

a county-wide meeting in Lawrence County. Committees have been appointed in Randolph County and several townships have completed rural telephone surveys.

A Hand to the Consumer

In Seattle, Wash., last fall, when small eggs were in heavy supply and offered the consumer the best egg buy, consumers were given information regarding this fact and how to use these eggs. The Seattle egg markets moved their surplus small eggs, while at other markets these eggs moved slowly.

There are now 30 consumer food marketing specialists working in 24 States and Puerto Rico under funds provided by the Agricultural Marketing Act (RMA, Title II). Where market centers serve several States, the program is conducted as a regional project.

Because about 83 percent of the Nation's food buyers are located in urban areas, most of the educational work has been concentrated in these communities. The Extension Service is being looked to as a source of reliable and pertinent information for food shoppers. Radio, press, and television continue to be the major media for widespread coverage.

River Basin Programs

At present the Extension Service is cooperating with educational work in the Tennessee Valley area; Arkansas, White and Red River area; Missouri River area; Columbia River area; the New England-New York area; and other similar regions. Such work is not with farmers alone but with the public in general, since the conflicting issues involving land and water use can be resolved only through group action. The purpose of extension education is to bring together the facts bearing on the situation and help to develop an understanding of the issues involved and of the implications that are likely to result from various courses of action.

Educational Approach to Local Problems

Extension is also concerned with local public problems including improvements in the functioning of

government on the township and county level. Such educational work covers land classification as a basis for tax assessments in Montana, farmer-advisory committees on the development of rural highways in New Mexico, advantages and disadvantages of consolidation of rural schools in Indiana, making town reports more readable and more revealing of the affairs of town government in Vermont, and many other similar projects. In some States training schools on the functioning of local government are held for officials and farm leaders to consider tax problems and services rendered.

Old Problems in the Atom Age

In Richland, Wash., a small city housing workers for the Hanford plutonium plant, the government-owned houses had inadequate storage. Pictures were taken on how to improve this storage and were used at community meetings and in local and national publicity. Husbands cooperated in making improved installations.

Beauty for the Small Town

In several States, specialists cooperated with State Nurserymen's associations in promoting better landscaping of private and public buildings by selecting a single town as a demonstration. On April 14, designated as "Plant America Day," the residents of Stow, Mass., planted trees, shrubs, and evergreens around three churches, two schools, town hall, library, two parsonages, and the cemetery. Scores of private homes and properties also were planted. In Connecticut the town of Granby was selected for a similar demonstration, and 20 public buildings were listed for landscaping.

Trained Baby Sitters

In Wisconsin, child care projects were used to prepare club members to help in the community as baby sitters. Three meetings on baby-sitting were held in Kenosha for the eastern area 4-H'ers, with 42 members attending. Interest was so great that similar meetings were held in the western area. Because the ses-

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DURING the past 8 or 9 years a new technique in agricultural extension education has been developing in the South. This is the community-improvement contest program which first grew up in Tennessee and is now well under way in most of the Southern States, including Virginia.

Extension activities in the South, as in other parts of the country, have in the past been carried on primarily through individual farmers or through farm organizations and home demonstration clubs. Some people say that this procedure has been selective to a certain extent; the farmers and their wives who were the most progressive and perhaps needed assistance the least were usually the ones who sought the help of the county farm and home agents or belonged to the organizations which sponsored extension activities while the less enterprising farm people have often failed for various reasons to take advantage of the assistance offered them. The community improvement program is intended to correct this situation.

In Virginia this program has operated in the following manner. The chambers of commerce of three cities—Bristol, Fredericksburg, and Roanoke—have separately offered as much as \$1,500 in cash prizes annually to the communities in their surrounding trade areas which have made the greatest improvement during any one contest year. Other sponsors at the county level have also offered prizes for winning communities within the counties. The improvements on which the awards have been based fall into three categories: (1) community-centered improvements which are carried out by the community as a group or by organizations within the community; (2) farm improvements in terms of upkeep and repair of farm property and increased use of better farm methods; and (3) home improvements, such as painting, redecorating, and landscaping the home, increased home production, and more use of improved homemaking practices.

All the improvements carried out under this program are goals toward which the Extension Service has worked for many years. In fact, there

The Community Improvement Program Is a Good Technique

DONALD R. FESSLER, Associate Extension Sociologist, Virginia



Community improvement begins with home improvement, and recognition is given for progress made. The new and the old at Cox's Chapel, Va.



The community takes pride in showing off its improvements to people from neighboring communities in Wythe County, Va.



Former schoolhouses become the center of new activity bringing young and old together—Mountain View Community, Pulaski County.

is no extension activity carried on by either the county farm agents or the home demonstration agents which does not have a place in this community-improvement program. The contents are the same, but the packaging is different.

While the community-improvement program is significant in its own right, its greatest value is as a means rather than an end. That is, it is useful as a technique for carrying on extension activities. It is a method, not just another subject-matter program. As such it has a number of merits. First of all, the program tends to bring extension personnel in touch with many individuals who have not previously benefited from extension education. This is because the new program has an over-all community approach. Many of these newly benefiting individuals are those whose economic and educational levels have been low and who, consequently, have much to gain from acquaintance with better farm and home practices. At the same time it also includes the few from the other end of the economic and educational ladder—farmers and housewives whose training and means are such as to make them quite capable of

solving their own farm and home problems intelligently and without outside assistance. In many cases the community-improvement program is getting the benefit of these individuals for the first time.

Many people who live in the rural areas of Virginia and who could profit by extension assistance do not do so because they do not consider themselves to be farmers. Through the community-improvement program these people are afforded instruction in part-time farming, gardening, and homemaking that they would not otherwise feel free to obtain. This class of people is of growing importance to the Extension Service. Since many rural communities in Virginia are filling up with industrial workers who live on small farms and commute to nearby factories.

The 39 communities which participated in the Bristol area contest showed remarkable improvement in 1951. Not all of this improvement can be credited to the community program alone, of course. Part of it would have been made anyway as a result of the traditional extension efforts and a large part would be due to the improved farm conditions in general which have made it possible

for farmers to afford improvements they have not previously been able to make. Nevertheless, the fact that the communities concentrated their efforts on these improvements must have had a very real effect on the results obtained.

These results can be measured by the check sheets filled out by the members of the 39 communities at the beginning and at the end of the contest year. On the average they showed, among other evidences of improvement, a 33 percent increase in tons of fertilizer used on meadow pasture and small grain, a 70 percent increase in tons of fertilizer used on cultivated crops; an 89 percent increase in the acres of Ladino clover and orchard grass seeded; an increase of 151 percent in the number of cows bred artificially; and a 16 percent decrease in acres of cultivated land left bare through the winter. The diet of community members was improved by 52 percent increase in quarts of food canned and a 78 percent increase in pounds of food frozen, in addition to a 55 percent increase in cows and a 57 percent increase in chickens kept for home use. Not less significant is the fact that there was a 66 percent increase in the number of homes with

running water; a 62 percent increase in homes installing bathrooms; and the money spent by community members was increased by 50 percent for buildings and repairs, by 55 percent for farm machinery, by 68 percent for home furnishings, and by 57 percent for electrical equipment. Similar, though not identical, increases had been made the previous year in the communities that participated in the contest at that time, most of whom continued in the contest last year.

In order to achieve these increases, the communities in the improvement contests analyzed their long-range needs and tackled these needs in an organized, cooperative manner. Then they concentrated the effort of the whole community on the different needs in logical sequence. In this manner they were able to eliminate a good deal of the duplication and repetition of effort on the part of the county farm and home agents, soil conservationists and others, and made more effective use of the time spent by these individuals in a given area.

The program has encouraged rural people to recognize their interrelatedness regardless of economic, political, or religious differences. Cooperation to achieve community goals has cre-

ated a degree of tolerance of individual and group differences, also teamwork, that few people would have anticipated.

Few programs are being carried on under the sponsorship of the Extension Service that are developing constructive leadership to a greater degree than is the community improvement program. The program involves so many activities carried on by different community organizations, committees, and informal groups, that all types of talent are given an opportunity for expression. Individuals with abilities seldom before exercised within the limits of their rural communities are now looked to for guidance and leadership as participation in group activities increases. In the Bristol area communities in 1951 there was a 37 percent increase in the membership of home demonstration clubs, an increase of 58 percent in 4-H Clubs, of 70 percent in rural youth organizations, of 40 percent in parent-teacher associations, and of 31 percent in church and Sunday School membership. These increases are over and above similar increases made in some of these communities the previous year. Group participation cannot increase without corresponding increases in group leadership.

Not least among the values of the community improvement program is the manner in which it has revived the democratic procedure "at the grassroots." While the Extension Service and the sponsoring organizations have been active in encouraging the organization of community improvement clubs, they have carefully refrained from dictating procedures or even nursing the program along where local initiative was lacking. The result is that the community members themselves have accepted the responsibility for their own organization and achievement of goals. And in this process they have learned that they can solve many of their problems and satisfy many of their simple everyday needs without dependence upon the State or Federal governments or other outside agencies. Where such an atmosphere of self-reliance prevails, it would be difficult for something like socialism

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“Your Home Hour” on TV Planned

HERE'S the way Margaret McKee-gan (right) plans a typical Iowa television show. She and Naomi Shank (second from left), the home-management specialist, agree on several ideas on kitchen arrangement, lighting, and ways to save energy. John Dunlap, director of the show, offers advice on methods and techniques for presenting the ideas—a black-board to show how kitchen arrangements can be planned, a film show-

ing the homemaker trudging back and forth in a poorly arranged kitchen, pictures showing “before” and “after” arrangements, a model of a kitchen for a close-up camera to pick-up, a bulletin to offer. Mary Lou Agan (left) is a student assistant. The program has been going on for more than a year. Studies are being made of the viewing audience, the time, length of program, and kind of information homemakers want.

Study Local Government

The New Hampshire citizenship program for home demonstration clubs is emphasizing this year *How Your Local Government Works*. Special training schools for local leaders interested in their town government include a study of the organization of local governments and how the various branches function, also the duties of all town officers, showing how the work of each ties into the total picture.

Developing this citizenship program is a committee from the State Home Demonstration Council. Working with this committee is George Deming, assistant professor of government at the University of New Hampshire, who discusses with the local leaders the subject of town government. The meetings are open to any interested persons whether they

participate in home demonstration work or not.

Can You Beat This?

In Fayette County, W. Va., the 4-H Clubs can claim 81 local leaders with a grand total of 485 years of club service.

J. Haynes Miller, county agricultural agent, says that this makes an average of 6 years of service per leader. In the past 5 years, Fayette County 4-H'ers have had 50 local leaders with 5 or more years of service, 15 with 10 years of service, and 8 with 15 years of service.

Two local leaders have served for 20 years, while one claims more than 25 years' work with 4-H Clubs.

This year, Fayette County has 42 clubs with 159 adult council members. Agent Miller says that only four clubs did not select adult council

members. The extension staff is trying to give more attention to adult council members and utilize more of their services in the 4-H program.

New Iron Lung Donated

The first iron lung to aid polio victims in the Cochise County, Ariz., area was presented to the county hospital in Douglas by Cochise homemakers.

Presentation ceremonies included a parade at 10 a.m. which marked the climax of a project begun less than a year ago by more than 400 women in 16 Cochise County homemakers clubs. They raised the more than \$2,000 for the purchase and maintenance of the iron lung.

The idea was started at the annual Cochise County home demonstration planning meeting last September 10 when homemakers recognized the importance of having emergency polio equipment where it could be reached from Cochise homes on short notice. Members then listed the fund-raising campaign as the top project under the health and community activities section of their home demonstration work this year.

Well-Grounded in the Fundamentals

Homemakers in New Hampshire are receiving special training in methods of organizing a home demonstration group and conducting a meeting.

A handbook is distributed to the community chairmen which helps them understand extension organization and conduct business meetings. There is also a separate section on writing homemakers' news items.

Special attention has been given to the emblem used in Cooperative Extension Service home demonstration work, with its hearth fire in the center, symbolizing the home and expressing the spirit of such attributes as fellowship, hospitality, comfort, peace, and protection. The oak leaf symbolizes the strength of the home; the lamp of knowledge symbolizes the wisdom with which a home and family must be created; and the wheat, the productivity and richness of family and community life.

Portrait of a County Agent

A newspaper story by Henry Fuller, a veteran reporter which was printed in the June 15 issue of a Phoenix, Ariz., morning daily.

THIRTY-TWO years ago, this June, a young man in Spartanburg, S. C., owning a new diploma showing he had majored in entomology at Clemson College, needed a job.

There was a temporary opening in Arizona. He took it. Like many another who came out here for a temporary stay, John H. O'Dell, Maricopa County agricultural agent, has been here ever since.

Thousands of Salt River Valley farmers know him as Johnny and have gained valuable aid from him and his office staff in the job of making a farm pay. Even when a farmer is sure he knows a better way to raise a crop, he likes to talk it over with the county agent—in fact he likes to talk to Johnny because O'Dell is that kind of a fellow.

Slow, but colorful in speech O'Dell is the kind of a county agent with whom a man can lean up against the corral fence and just sort of talk things over. Or you can face him across the desk in his office and find the same constant friendliness. Whether its hens or citrus, calves or cotton, O'Dell can maintain his end of the conversation with authority and interest. You can't excite him. But don't mistake a good-natured drawl for lack of conviction.

Only the other night at a Mesa Farm Bureau meeting, with 40-odd votes against him, Johnny voted "no" on a dues proposal. Because he didn't think it right, he voted as he felt. He just doesn't go along with the crowd to make it unanimous, any more than he gets angry if the smallest minority prevails.

The county agent's office is in a building erected by the University of Arizona Agricultural Extension Service on county land at 1201 West Madison in 1939. From 8 a.m. when his mail is opened, until the end of the day, he is a busy man. In between

telephone calls, many of them originating from Phoenix home owners, he makes a daily recording on a farm subject for a local broadcasting station.

The other morning the calls were coming in on an average of one every 5 minutes. One woman wanted to know what made the leaves of her ornamentals in the yard turn brown. The next was a request for O'Dell to speak at a meeting the following week. Then he had a long talk with a Scottsdale citrus orchard owner on the appearance of his grove this spring and whether or not to invest in more fertilizer than first planned.

Another call was waiting for the orchardist to hang up. The woman on the other end wanted to know what to do about flying ants around her house. Various members of the county agent's staff were in and out to consult on various matters.

O'Dell gets away from his desk whenever possible, out in the field to answer specific calls. The majority of such requests, of course, must

be referred to one of his assistants. It isn't humanly possible for one man to give all the service the county agent is called upon to provide.

On his staff are Richard Hoover, in charge of the 4-H Club work; James Carter, who specializes in field crops; Otis Lough, dairy-poultry specialist; and Lew Whitwork, whose specialty is horticulture. Isabell Pace, home demonstration agent, and Virginia Twitty, her assistant, complete the supervisory staff.

The building also is used as headquarters for George Draper, agricultural chemist, who looks after the work connected with the State feed and fertilizer control law—a regulation for checking the quality of the product sold—in collaboration with Cecil O'Harrow, inspector for the office.

Dr. James N. Roney, entomologist, also makes his office headquarters in the building. Dr. Roney devotes his time to control of insects attacking all kinds of farm products, from lettuce to cotton. There are five girls on the office staff to take care of the work.

Frequently the county agent or one of his assistants circularizes all farmers with a letter on some timely subject pertinent to their vocation. Possibly it's control of flies in the dairy barn this week, or advice on how to check on better irrigation methods.

Expense of the county agent's office is split three ways. The county and State provide a portion of the money needed and Federal funds are also available through the University of Arizona being a land-grant college. It probably is the cheapest service a farmer could obtain anywhere.

- J. M. THOMASON has returned to his work as district agent in north-east Arkansas after a 2-year Point 4 stretch in Colombo, Ceylon, and Cairo, Egypt.

- MRS. LILLIE M. ALEXANDER, State home demonstration agent in Alabama, was awarded the 1952 achievement award by Huntington College for her outstanding work in raising standards of homemaking in rural Alabama.



J. H. O'Dell

When You Add It All Up

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sions were held during school activity hour, attendance was not expected to be very great. However, 82 young people, including 26 boys, showed up. Only two girls indicated they did not do baby-sitting. Because of the interest shown, the Wilnot High School principal asked the extension specialist to work with the faculty in setting up a short course to be included with some freshmen and sophomore course so that each student could receive the training as a regular activity.

An Ounce of Prevention

The defense program stimulated interest in home care of the sick and first aid. Some 233,000 families received training in these subjects, and nearly 743,000 families removed fire and accident hazards. In fire and accident prevention, 593,000 4-H Club boys and girls received training.

During the last 3 or 4 years State and county extension staffs have helped rural people obtain more than 500 new rural hospitals, form over 300 county or community health councils whereby people might study and work on local health problems. They annually have around 350,000 4-H Club boys and girls who receive physical check-ups and health instruction for development of good health habits and attitudes. Home demonstration and 4-H Clubs conducted various community health programs or discussed health problems at club meetings. In Puerto Rico thousands of families were aided with home sanitation and hookworm prevention.

More Reading in Rural Homes

Adequate library facilities do not exist in a large number of counties and rural communities. Last year extension agents assisted more than 7,200 communities in 932 counties in providing good books and magazines for reading by rural families. In counties and isolated communities that are without any type of library service, home demonstration councils and clubs have established small libraries or book collections. In a sparsely populated county in Wyom-

ing a community library has been sponsored and operated by the same home demonstration club for 20 years. In Arizona three library kits from the University Library are circulated in isolated communities. In Kentucky home demonstration groups have assisted in establishing 44 county libraries and 101 club libraries. The county libraries usually are started by each club donating at least one book each year to the library. Last year 753 new books were added to club libraries and nearly 4,600 to county libraries in the State.

The New Mexico Association of Extension Clubs volunteered to rebuild the New Mexico Boys Ranch Library when it burned down. In the past year \$500 has been raised and 576 books donated. All books are carefully screened.

Nebraska, with a long-established reading program, is now emphasizing children's books. In several States, including North Carolina and South Carolina, certificates are awarded to home demonstration club members who read a prescribed number of approved books during the year. About 4,000 such certificates are awarded each year in North Carolina.

Migratory Workers Get Help

Families of migratory agricultural laborers have posed a special problem for home demonstration work. The problem is being answered, however, in California, where the Extension Service in 1950 assigned an additional home demonstration agent to Kings County to give full time to working with families of agricultural laborers and families of very low income. In 1952 two agents-at-large were employed to do similar work in several San Joaquin Valley counties.

These agents work largely in fringe communities or in camps of many families on large ranches. Since many of the women work in the fields during the day, some evening home demonstration meetings are held. Demonstrations are given on the feeding of children, use of dried milk, meal planning for better nutrition, making simple kitchen storage and clothing storage out of crates and inexpensive materials for small living quarters, clothing construction, and other practical subjects.

In some of the camps the women set up exhibits of home practices for other women in the camp to see. Owners of the ranches have provided centers for meetings, and in one place a community center accommodating a good-sized audience has been built.

The home agents cooperate with public health nurses in their work in the camps. On one ranch the agent cooperated with the department of public schools in establishing a nursery school with a trained teacher in charge.

Good Public Relations Is the Key to Cooperation

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The most important feature about the leadership training program is that the best 4-H leaders are those women who are interested in home demonstration club work. Usually, they do not wait to be asked to be leaders for 4-H groups. They come and ask how they may serve. In Washington County there are three 4-H girls' club leaders who live in communities where there are no home demonstration clubs, but they attend the home demonstration council as a 4-H committee in order to get as much knowledge as possible from the home demonstration clubwomen.

It takes a great deal of planning to put over such a program, but it is worth it just to have the feeling of satisfaction which one has derived from it.

Two years ago a survey of clubs in the county asked how the agent could best help in addition to taking part in the leadership training program. By unanimous vote the women asked that 1 day per week be set aside for office conferences. They suggested Monday because that is a trades day locally. They also asked for a regular feature article in the local newspaper. This now appears regularly under the heading of Home Demonstration Club Notebook. It includes timely information on homemaking and human interest stories of the demonstrators.

The local radio station allots 15 minutes three times a week for a

farm and home program at 6 o'clock in the morning.

Public relations is a continuous program and requires repeated proof to the public that extension work is worth what it costs in time, money, and effort.

Community Improvement Program

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or fascism or communism to flourish.

The community improvement program has been a success in poor counties and rich counties alike. This is due to several factors. In the first place most of the sponsoring organizations at the county or area level admit that they are motivated to contribute generously of their time and money to make the contests succeed by what may be called "enlightened self-interest." They are to be commended for their foresight. They recognize that any improvement in the incomes and in the level of living of rural people eventually affects trade in the county seat towns and larger cities. They also realize that if Virginia farms are allowed to deteriorate, a resulting economic blight will in time reach into the trade centers. This they are anxious to avoid.

Within the communities themselves there are also some of the more prosperous inhabitants who now see that the improvement of all the farms and homes in their communities has a very real effect on the value of their own property. They are, therefore, moved by self-interest as well as by other reasons to back community improvement.

Perhaps the most important factors which affect the success of the community-improvement program, however, are those which motivate the vast majority of the people. These are the basic human desires for the feeling of belonging and for recognition. Due to man's long dependence upon the family, these two desires have become a part of the psychological make-up of every human being and are constantly demanding satisfaction. The individual's strong attachment to his family stems from the fact that it satisfies these desires.

As he matures he attaches himself to other groups which provide similar satisfaction. If individuals fail to become group members, it is not because they lack these desires, but because the groups have failed to satisfy them.

The communities in which the improvement program has been initiated assume at the start that all the people within a given area are a part of the community and that they are all equally important to the success of the program. There are no membership qualifications which prevent an individual from feeling that he belongs to the community group. Furthermore, whatever he does within his means and skills to improve his share in the corporate enterprise of which he is thus a part is given full recognition by his fellow men. The satisfactions achieved in this manner are never so complete but what the individual will strive to meet and surpass the goals set up by the community for its individual homes and farms in order that he may attain further recognition and strengthen his sense of belonging to the group.

In somewhat the same way the communities themselves come to feel that they are no longer isolated aggregates of human beings of no importance to the outside world. Their participation in the contest gives them a greater sense of belonging to the county or other society as a whole, and their achievements provide them a much desired recognition in the eyes of others.

Rural leaders in Virginia areas are already taking steps to give the community improvement program a broader base of operations. And the same is true in other Southern States with this program. In some counties, county councils are being formed in which the activities of a number of community improvement clubs are coordinated for greater efficiency and effectiveness. The fact that the program is moving in the direction of greater cooperation between communities, rather than toward intensified rivalry, demonstrates that in the minds of the people involved the important feature of the program is not the winning of awards but the achievement of better rural living through community organization.

An Opportunity for Further Training

ABOUT 55 county extension workers are taking advantage of Michigan State College graduate courses in agriculture, reports John Stone, specialist in extension training. The classes got underway in five Michigan cities in late September, he said, with total enrollment of more than 125.

Students in the courses will have 32 hours of class work to earn the three graduate credits.

Boyd Churchill is teaching the Chatham course in cereal grains with a total of 20 students enrolled. Carter Harrison teaches the Traverse City course in forage crops with 29 enrolled. In Flint, Harrison is teaching the same course to about 30. Jacob Hoefer is conducting a class in animal nutrition at the Kellogg Farm near Battle Creek. Stone has had no report of enrollment from that class. Ted Brevik teaches 25 agricultural students farm construction at Bostwick Lake near Grand Rapids.

Along with extension personnel, conservation service men and vocational agriculture teachers are enrolled in the classes, Stone said. Of the 50 extensioners in the program, 31 are working toward advanced degrees.

Is It a Record?

Thomas township in Saginaw County, Mich., has contributed five members to the 4-H Club staff of the Michigan Cooperative Extension Service. They are James Halm, Saginaw County 4-H Club agent; Ray Vasold, Genesee County 4-H Club agent; Harold Sparks, Cass County 4-H Club agent; John Bray, 4-H Club agent, Oakland County; and Amalie Vasold, assistant State 4-H Club leader at Michigan State College. All five spent their youth in Thomas township west of Saginaw, and did 4-H Club work there. Could any other township in Michigan—or the United States—match that record for developing 4-H Club leadership?

Livestock Health Steps Ahead

(Continued from page 213)

health programs, it was learned that some health work is under way in every State. In some States the health activities are treated under the heading of "management and sanitation" or as problems of calf rearing. In most States, however, more specific statements are made concerning the diseases of greatest concern, such as brucellosis or mastitis or hog cholera.

In no instance did I hear it said that the maintenance of healthy livestock falls outside the scope of the educational activities of the Extension Service. It was very evident however, that specialists and county agents in no way intended to invade the field of the practicing veterinarian. The local veterinarian is viewed as an essential person whose professional knowledge and counsel should be sought and utilized. It was learned also, that where Extension Service personnel, the veterinary profession, and the State and Federal bureaus of animal industry are cooperating harmoniously, the livestock health programs appear to be making the greatest progress.

A heartening observance in this study covering many States is the friendly and cordial working relations and cooperative spirit existing among those close to the field. Bureau of Animal Industry inspectors and State veterinarians speak highly of the help received from college specialists and county agents on brucellosis control and other projects. Home economics workers are credited with providing valuable aid in convincing homemakers that for family health protection, brucellosis must go.

Responsibilities Are Great

Finally, it can be said that the Extension Service, Federal, State, and county, is providing a trusted and competent leadership in this important field of livestock health. Profits of producers are at stake, human health is menaced, and the food supply of the Nation—meat, milk, and eggs—can be jeopardized if livestock diseases and parasites are allowed to go unnoticed and unmastered. Extension is alert to its responsibility, I found in every State. Probably one of the biggest problems encountered is that of insufficient veterinary and extension personnel to do the numerous jobs waiting to be done.

Presenting a Family Life Program to Large Groups

(Continued from page 214)

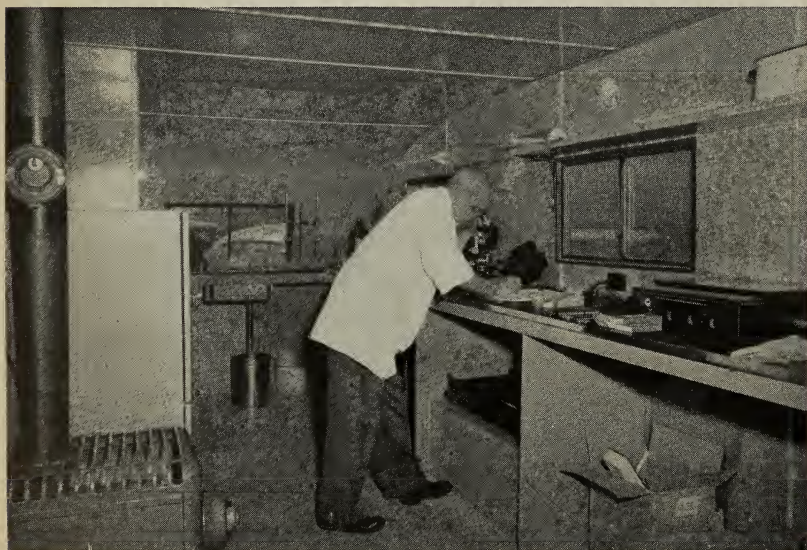
cialists, county home demonstration agents, or county 4-H Club girl agents. The consultant tables were labeled: Nutrition, Clothing, Home Furnishings, Housing, Home Recreation, Money Management, and Parent Education.

Seven couples, each represented by a man and a woman, came to the platform as heads of families with questions in the different fields of subject matter. Typical questions discussed were: We seem to get mixed up in handling our money and never have enough ready to pay the big bills when they come due; we think we need a better system of planning our money. What do you suggest? I have just taken a defense job because we need the money and now I never seem to get my housework done. The whole family is upset and I'm so tired from the confusion, I wonder if it is really worth while. What can you suggest that will help me get straightened out? I feel that I must continue working.

Should I buy a piano or a rug for my family living room? How can average families manage with meat so expensive? What is the difference in food value of canned, fresh, and frozen orange juice? Is dried milk on the market a good buy? What can we do about our children's spending money—when we were young we worked and earned our own money, then we knew something about the value of money, but young people today appreciate nothing. Why can't a teen-age girl be satisfied with the clothing we buy her?

This program took about an hour and a half with a little time left over for questions. There were several more questions in each field of subject matter but these are typical.

Both of these programs were outlined somewhat in detail and left in the State office of the parent-teacher association with the questions and suggestions for any group who might wish to repeat either of the two programs which were presented originally on a larger scale.



Fraier laboratories are used in many States in the fight that the livestock industries are waging against breeding troubles, mastitis, and brucellosis.

Science Flashes



What's in the offing on scientific research, as seen by Stella S. English
Agricultural Research Administration

ARA Announces New Research Periodical

This will be the last page of Science Flashes. Beginning in January, the Agricultural Research Administration will issue a new periodical entitled "Agricultural Research." It will constitute a progress report of research throughout the Department of Agriculture and will be written in popular language.

We have appreciated the opportunity of telling you about research in the Department once each month on this page. I am sure, however, that all of us have recognized that one page was not enough to tell you all the interesting things that you would like to know about research in the many laboratories and field stations of the Department.

We plan to send the new magazine to most of those who now receive the Extension Service Review. Because of the limitation on the number of copies we can print, it will not be possible for every employee to receive a copy. We do, however, expect to send a copy to each State specialist and to each county agent's office. We feel sure that the county agents will be glad to circulate the copy among the other county extension workers.

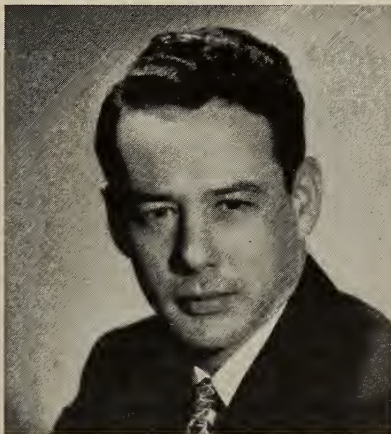
In addition to the distribution in the Extension Service, we plan to send our new publication to USDA research workers, directors and department heads of experiment stations, vocational agriculture teachers, Production and Marketing Administration county chairmen, Farmers' Home Administration county supervisors, key field workers in Soil Conservation Service, agricultural libraries, and United States agricultural attaches in foreign countries.

It will also go to Members of Congress, Research and Marketing Administration advisory committeemen,

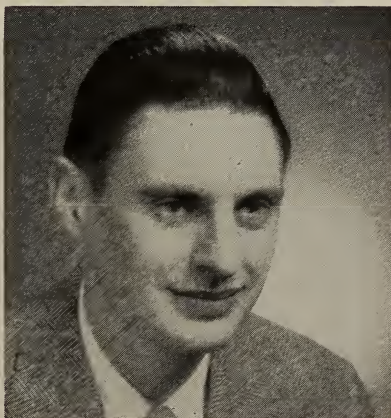
research departments of industry, private research institutions, trade associations, and the agricultural press and radio. We are aiming at complete coverage of all agricultural leaders in the United States.

Agricultural Research will be written and edited by Thomas McGinty and Joseph Silbaugh.

A graduate of the University of Missouri School of Journalism, Mr.



Thomas McGinty



Joseph Silbaugh

McGinty was employed as a research writer in the Bureau of Plant Industry, Soils, and Agricultural Engineering prior to entering the Air Corps, where he served until the end of World War II. After his discharge, he spent one year on the faculty of Michigan State College and one year as a free lance writer. In 1948 he returned to the Department and served first as a writer and later as assistant head of the Information Division in the Bureau of Agricultural and Industrial Chemistry until 1951 when he was recalled to active military service. He is now winding up his military service and will assume his duties as editor of *Agricultural Research* about February 15.

Mr. Silbaugh, who reported for duty as assistant editor in October, is a graduate in journalism at West Virginia University. After serving in World War II, part of the time as an information officer, he became assistant extension editor at West Virginia in 1946. In 1947 he joined Southern States Cooperative at Richmond, Va., where he was assistant director of publications until 1949, when he returned to West Virginia as University and Experiment Station Editor. In 1951 he was recalled to active military service, where he served until he assumed his present duties.

The first issue will probably reach you some time in January. We hope you will look it over critically and let us know if the stories are the kind that will be most helpful to you. We look upon the extension staff as our best means of communication with farm people. We are anxious, therefore, to pass along new research information to you in the most acceptable form. We know the product is good; we want the package to do justice to the product.—Ernest G. Moore, Coordinator of Research Publications.

Have you read...



A STUDY OF RURAL SOCIETY.

Fourth Edition Revised. J. H. Kolb and Edmund deS. Brunner. Houghton Mifflin Co., New York, N. Y., 1952. 532 pp.

- This book has been a well-known textbook for nearly 20 years. The latest edition, a very readably written and highly attractive book, sets a new high for college textbooks in rural sociology or of any kind, and at the same time offers excellent "home" reading for county agents, vo-ag teachers, and other rural leaders.

The authors describe rural life—population, economy, communities, villages, health, education, churches, recreation, leadership, organizations, and public policy. It is not a book of theory, but theory is tied in where it belongs and is sound. The book will help the extension worker improve his "social skill," which has now become recognized as an important requisite for good extension work. A section deals with the Extension Service. The whole tenor of the book is constructive, wholesome, and informative.—*E. J. Niederfrank, Extension Rural Sociologist, U.S.D.A.*

TRENDS IN SELECTED FACILITIES AVAILABLE TO FARM FAMILIES.

Agric. Info. Bulletin No. 87, Grace L. Flagg and T. Wilson Longmore. Bureau of Agricultural Economics, U. S. Dept. of Agriculture, Washington, D. C. May 1952. 15 p.

- We sometimes forget how far farm families have come in a generation in having, using, and enjoying electricity, radio, television, telephones, running water, central heating, automobiles, and all-weather roads. This new BAE publication helps us realize the strides we have made.

A brief text supplemented by tables and charts reflects some of the technological improvements that have

taken place on American farms since the early twenties. Since 1920, the authors tell us, the drudgery and loneliness of farm life have been eased for many families. However, they point out, "the gap between urban and rural living conditions has by no means been closed and . . . the increase in farm operators' levels of living is chiefly associated with and a part of the general increase in levels of living in the United States."

You may wish to use these tables and charts that tell us so much about farm family living today as well as during the past three decades. The Federal Extension Service has a few free copies for distribution to extension workers. Copies are also for sale by the Superintendent of Documents, Washington 25, D. C. for 15 cents.—*Harry P. Mileham, Chief of Publications, Office of Information, U.S.D.A.*

WHEN YOU PRESIDE. S. S. Sutherland, Chairman, Division of Education, University of California, Davis, Calif. Interstate Press, Danville, Ohio. 1952. 158 pp.

- In easily understood language this book describes proven methods for handling all sorts of meetings. It should be a helpful guide for leaders of informal group discussions, as well as those who preside at more formal business meetings, conferences, panels, symposiums and staff meetings.—*Herbert M. White, Assistant Extension Editor, Montana.*

THE WONDERFUL STORY OF HOW YOU WERE BORN. Sidonie M. Gruenberg. Hanover House, Garden City, N. Y. 1952. 39 pp.

- This little book is another well-written aid for the parents of young children. In a very kindly, easy manner it tells the story of conception

and birth for the parent to read to the young child and for the older boy and girl to read for themselves. It is a beautiful book with colorful illustrations by Hildegard Woodward.

A new feature is the "Guide to Parents" which is printed on the inside of the wrapper, and is a publication in itself. In it Mrs. Gruenberg shares her rich experiences in working with mothers through the many years she served as the Director of the Child Study Association of America.—*Lydia Ann Lynde, Parent Education Specialist, Extension Service, U.S.D.A.*

FUNDAMENTALS OF SOIL SCIENCE.

C. E. Millar and L. M. Turk. Second edition, illustrated. John Wiley & Sons, New York. 1951. 484 pp.

- This book is the second edition of one that first appeared in 1943. The general outline is much like that of the first edition. A chapter of 33 pages on soil conservation has been added and two short, specialized chapters on fruit soils and lawn soils have been omitted. The first three chapters of the earlier edition have been rearranged into five, and the entire text has been considerably revised and expanded. The result is a book that is valuable both to the college student who is beginning the study of soils and to the professional worker who studied soils some years ago and wants to brush up.

The title of the book is accurate. It is an exposition of fundamentals, not a handbook of applied soil science. You find in it a good discussion of soil acidity, but not directions about how to make a particular pH test and decide how much lime to put on. The significance of the pH scale is explained, however; and all that is as it should be in a textbook of this kind. You find mention of the rapid diagnostic tests for nutrients in soils, but no information about specific tests and how to make them. That also is as it should be, for in college such subject must be covered in advanced courses. The modest statement that interpretation of such tests is difficult and should be attempted only by experienced persons might well be memorized by everyone who deals in a professional way with farmers or gardeners.

Perhaps because of the authors' interests and research experience the chapters on soil organisms and organic matter seem to carry a particular ring of authority and enthusiasm. Other chapters could be improved by more emphasis on size-distribution curves rather than so much on the separates of mechanical analysis; by a discussion of the energy concept of soil moisture; and by some elementary facts about the different kinds of clay minerals.

If you don't have a standard soils text that was printed within the last 10 years it will be well worth while to take a good look at this one.—*J. G. Steele, Soil Scientist, Soil Conservation Service.*

REPORTING AGRICULTURE. William B. Ward. Comstock Publishing Associates, Ithaca, New York, 1952. 362 pp. 50 fig.

- New and exciting facts about people, events, and research discoveries are the bosom companions of those privileged to serve farm people. The stimulating challenge of presenting those facts for better understanding is one with which all of us in extension work are intimately concerned.

There are many ways of encouraging active responses among farm people to the helpful information that we have, or of kindling the warm glow of public understanding of rural life. High among them are the newspaper, the magazine, radio, and television. Extension workers are swiftly increasing the volume and quality of service they are giving through these mass communication channels. Still greater improvement would contribute immensely to the value of our work with people.

This book is a helpful contribution to that objective. It is an authoritative and interesting guide to becoming more adept at using the mass techniques. The author speaks with a vigorous grasp of his subject-matter drawn from long experience as professor of agricultural journalism and head of the department of extension teaching and information at Cornell University. He has also drawn upon the knowledge of top-flight working experts in newspapers, magazines,

radio, photography, television, public relations, and agricultural college editorial offices. Numerous case histories and practical examples of successful techniques facilitate understanding of the text.

The book will be useful to anyone who wishes to start reporting agriculture or, having started, wishes to become more proficient. It will be particularly useful to county extension agents . . . both men and women. "County agents," the author states, "topped the list of news sources in a Nation-wide survey that the author made of 63 daily news-

papers, featuring agricultural news from 31 States. These papers—with circulation ranging from 2,896 to 432,732—were using more from county agents than from any other source, with State extension services not far behind."

Agents will find "Reporting Agriculture" a handy primer to boost their use of the valued communication opportunities provided by the press, radio, magazines, and other mass media.—*Lester A. Schlup, Chief, Division of Extension Information, Extension Service.*

Former IFYE's to Washington

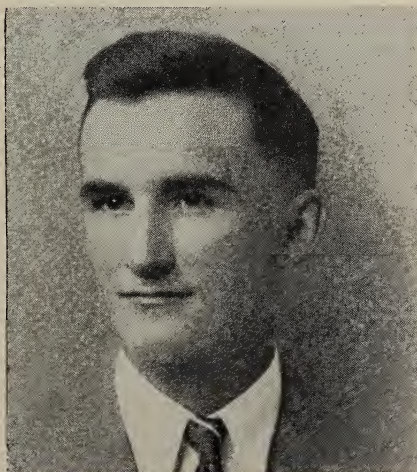
TWO FORMER International Farm Youth Exchanges—Rosalie Mueller of Chinook, Mont., and Wayne Livingston of Chino, Calif.—have begun work under International Farm Youth Exchange assistantships, a program similar to the 4-H fellowships.

Under this new program, Miss Mueller and Mr. Livingston, who visited Germany and Turkey, respectively, as IFYE delegates last year, are working half time on IFYE. The other half of their time is devoted to graduate study at the University of Maryland Institute for Child Study.

Mr. Livingston is a graduate of

California State Polytechnic College, where he majored in field crops. Miss Mueller graduated from Montana State College, where she majored in home economics extension. She became a home demonstration agent in Montana after returning from her IFYE trip.

Not only is the program for the IFYE assistants similar to that for the 4-H Fellows, Rhonwyn Lowry and William Kimball (see November issue, page 205), but they live and work closely together. They share study facilities in the Extension Service, and Miss Mueller and Miss Lowry room together, as do Mr. Livingston and Mr. Kimball.



Wayne Livingston



Rosalie Mueller

About People...



• **CHARLEY TAYLOR**, extension agricultural engineer at New Mexico A. and M. College, has been granted a 15 months' leave of absence for graduate study at Utah State College where he will specialize in irrigation studies.

• The **T. J. W. BROOM MEMORIAL FUND**, Inc., has been organized by the people of Union County, N. C., in honor of the man who served as county agent there from 1907 to 1946. Earnings will be used to promote agricultural education among Union County boys and girls.

• When he learned that **F. A. SWANN**, former district agent in southwest Louisiana had retired, Adros Laborde wrote in his newspaper column "Talk of the Town," "He is one man who has really left his mark on the road to better farming, not only in Avoyelles Parish, but throughout the State of Louisiana."

• To encourage women to vote, **MRS. LOUISE M. CRAIG**, home demonstration agent in Pulaski County, Ky., staged a mock election, with the help of County Attorney Homer Niekirk, Mrs. H. C. Kennedy, and the Somerset Journal. Sample ballots were printed, election officers named and details of registering and voting explained to members of home demonstration clubs. A booklet called "Good Citizen—the Rights and Duties of an American" was passed out by the Kentucky Utilities Company.

• **FLORA F. STABLER** is the assistant State leader of home demonstration agents in New York. A native of Chadds Ford, Pa., she has been home demonstration agent in Westchester County the past 2 years, and previously was in Orange and Essex Counties.

• One of the best loved figures in Tennessee Agricultural Extension

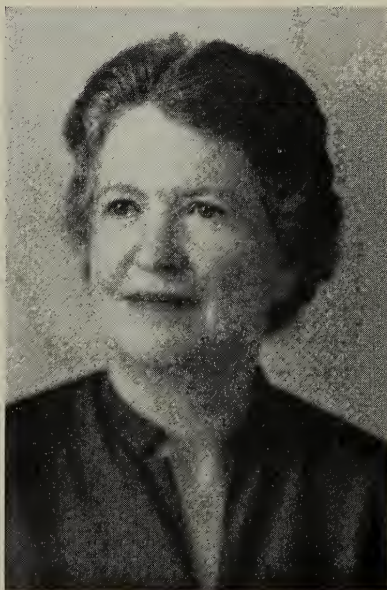
Work, **CHARLES L. DOUGHTY**, district agent in the Chattanooga area, died October 24 from a heart attack. Mr. Doughty was 61.

With more than 35 years of service to rural people in Tennessee, Mr. Doughty was well known to farm people throughout east Tennessee. His extension work began in 1916 as county agent in Sevier County. He served 4 years as district agent in upper east Tennessee, with headquarters in Knoxville; was the county agent in Hamilton County for 3 years; and was appointed district agent in 1935 to supervise agricultural extension work in the 16 counties of District 3.

• **DR. RUTH RADIR**, Extension 4-H Club specialist in Washington, has been voted a "Creative Award" from the Academy of Physical Education.

• **MRS. AZALEA SAGER** ended 20 years of service to the homemakers of Oregon when she resigned as State home demonstration leader.

Mrs. Sager is responsible for the



organization of the homemakers' festivals which take place annually in 29 counties. Each year hundreds of extension unit members take part in these county-wide achievement days, and thousands of other women attend them. Under Mrs. Sager's administration, the number of county home economics extension agents increased from 3 to 38, and her State staff from 3 to 15.

She is a graduate of Montana State College and Columbia University, with experience as clothing specialist in South Dakota, and as home demonstration agent in California. Mrs. Sager's interest in rural living stemmed from her childhood in Montana, where her father, **F. B. Linfield**, was dean of agriculture and director of the experiment station for 40 years.

For 3 years, she represented the 11 Western States on the Organization and Policy Committee of the Land-Grant College Association. During the war, she served on the National Committee on Health and Welfare. She has also served on the Governor's Committee on Safety and Civilian Defense.

• **ROSEMARY SCHAEFER** has accepted appointment of the newly created position of home economist in the farm division of the National Safety Council. Miss Schaefer will organize and develop farm- and farm-home safety programs among rural groups throughout the country and will serve as the council's coordinator with home economists and rural leaders. She will also be available as a resource person in home economics in various phases of the council's work.

A native of Minnesota, Miss Schaefer is a graduate of the University of Minnesota where she received her masters' degree in Home Economics Education in 1952. Miss Schaefer is experienced in both adult and junior education work.



James F. Keim

• After several years spent in Germany helping to set up an agricultural extension service for German farmers, JAMES F. KEIM, has taken a special assignment with the Pennsylvania Extension Service. Formerly assistant State 4-H leader in the State, he now returns to devote much of his time to talks on the people of rural Germany and their customs. Director J. M. Fry feels that such discussion "should contribute to better international understanding."

While in Germany, Keim worked under the U. S. State Department as an agricultural extension specialist in rural life programs. He also was identified with German rural youth work and assisted 200 German youths in coming to this country to study and to observe customs of the American people. He has written several articles for the Extension Service Review.

• BONNIE COX, organization specialist for the Agricultural Extension Service of Texas A. and M. College since 1949, was appointed acting State home demonstration leader on October 1. She succeeds Maurine Hearn who is on a 1-year leave of absence from the Extension Service under a Point IV assignment in Bolivia.

Miss Cox graduated from Texas State College for Women, and did graduate study at the University of

Texas, Colorado A. and M. College and the University of Wisconsin. She served as home demonstration agent in Guadalupe and Jackson Counties and as district agent.

• Earl Moncur has been named to the post of extension economist in Wyoming, replacing A. W. Willis, who is on a year's leave of absence with the State Department's foreign agricultural education program in Greece.

• CONSTANCE BLAKELY BURGESS is the new specialist in home management and family life in California.

• DURWARD B. VARNER is Michigan's new director. A native Texan, he joined the Michigan State Extension

staff as agricultural economist in 1949 and became known for his handling of discussion groups on public affairs. More than 60,000 citizens heard his graphic discussions with visual aids on such topics of public policy as "Capitalism—Socialism—Communism—A comparison of Economic Systems" or "Taxes—Federal, State, and Local."

• The county agents in Newberry, S. C., cooperated with the agricultural committee of the chamber of commerce in outlining seven community sightseeing and get-acquainted farm tours. These tours created interest among both city and farm people. Local newspaper representatives went on all of the tours and published detailed reports, says AGENT P. B. EZELL.

A Good 4-H Conservation Program

HAROLD SPARKS, 4-H Club agent, Cass County, Mich., held a county-wide forest field day for rural teachers and grade school youngsters in mid-October. Teachers and youngsters took their lunches to the Russ School Forest for a day in forest education. On hand to assist were three extension foresters, two farm foresters and two foresters from the Soil Conservation Service. The county superintendent of schools served as dispatcher and as fast as the schools reported to headquarters, they were taken on tours of the nursery, the woodlands and the plantations on the Russ Forest which is owned by Michigan State College. The county agricultural agent, R. F. Bittner, and Mr. Sparks acted as over-all supervisors for the event and the home demonstration agent, Agnes Gregarek, served hamburgers, coffee, and apple pie to the foresters and others helping to conduct the tours. Twelve hundred and thirty teachers and grade school youngsters attended the field day and were given instruction in the whole broad phase of forest conservation.

Mr. Sparks coupled this field day

with his 4-H forestry projects for he has a number of activities such as tree planting, woodland management, gathering of leaves, and tree identification as well as seed beds. His whole conservation project is a sort of a 3-year round-robin affair. One year he emphasizes forest conservation. The next year he will have a field day and activities concerning soil conservation. And the third year he takes his 4-H boys and girls on tours designed to educate them on wildlife conservation, then back to forestry the next year.—L. E. Bell, Michigan Extension Forester.

• JOHN P. MESZAROS, graduate in floriculture of the Pennsylvania State College and Rutgers University, has joined the Penn State staff as extension floriculture specialist.

A native of Nanty-Glo, Pa., Professor Meszaros had 4 years of service in the U. S. Army during World War II before enrolling in the Pennsylvania State College. He completed the 4-year course in 3 years, and in 1950 was graduated with honors. He received his master's degree at Rutgers University in 1952.

Making Radio Work for You!

A new radio handbook for Extension Agents

It's strictly a how-to-do-it book with helps on:



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